

Amendments to the Specification

Please replace the paragraph beginning on Page 8, line 1, with the following:

-- Referring again to FIG. 1b ~~4a~~, the digital file, including the locator of the sponsor selected image(s) 160. The sponsor requirements are sent via a modem 170 or other communication devices to the central receiving agency 80 such as the U. S. Postal Service over the communication channel 90, such as the Internet. The central receiving agency 80 receives the image file and/or image locator information. Consumer, recipient, and sponsor information are also sent via a modem 115 or other communication devices, and using a central server 95 records, and stores the image file and/or image locator information, audio file and/or video file, recipient location and sponsor requirements in memory 105. The central receiving agency 80 views the consumer selected image(s) 40 and consumer information on a monitor 110 and identifies and authorizes the printing of a modified image 125 with text and graphics at the central receiving agency 80 or at a particular local printing station 120. The consumer causes the electronic transmission of the digital images and locator information from a location remote from and over the communication channel 90 such as telephone lines into a memory location in the central receiving agency 80. The consumer can simultaneously at this time cause a stored image in memory, using the corresponding image locator information and the location of one or more recipients, to transmit these data to the printing location for each of the recipients. The images are printed at these locations and then delivered by mail or courier to each of the recipients. The identifying step can be simultaneously with or at a later time than the electronic transmitting step. The consumer in addition to printed images can designate digital audio and digital video written to CDs etc. to be sent to the recipients. --

Please replace the paragraph beginning on Page 10, line 12, with the following:

-- Now referring to FIG. 2 there is provided a flow chart showing how a consumer selects an image and; an image locator in preparation for transmitting them over a communication channel to the central receiving agency. Images are defined for this document as traditional digital images, video, audio or any combination thereof. The consumer selects the images from their image files to be viewed 200 on a monitor 60. The consumer selects 210 the consumer

selected image(s) 40 to be delivered to the recipient from the images displayed on the computer monitor 60. The consumer then fills out 220 the consumer information form 230. The consumer information form 230 contains but is not limited to the consumer's address, credit card number, ~~graphics locator~~, consumer authorization code ~~50~~ 250 and demographic data ~~240~~ 250. The consumer authorization code 250 can be linked to the consumer's credit card number similarly to the way a pin number is linked to a credit card and is well known in the art. The linking of the consumer authorization code 250 to the consumer's credit card number can be done for added security but is not necessary. The central receiving agency 80 can use the consumer authorization code 250 as a customer order number. The central receiving agency 80 can also use the consumer authorization code 520 to inform the consumer that the consumer selected image(s) 40 was approved and sent to the designated recipient.--

Please replace the paragraph beginning on Page 11, line 1, with the following:

-- Now referring to FIG. 3, which flows from FIG. 2, the consumer electronically transmits 300 the selected digital image and consumer information form 230 from the remote location 10 over the communication channel 90 to the central receiving agency 80 which receives 310 and stores ~~20~~ 320 such consumer selected images(s) 40 and information form in memory 105. The transmitting and identification steps may be performed simultaneously. The central receiving agency 80 receives 310 consumer information form 230. The central receiving agency generates a consumer image locator 340. The consumer image locator 340 is sent to the consumer 330 to allow the consumer future reference to the consumer selected image(s) 40 stored in memory 105. --

Please replace the paragraph beginning on Page 11, line 11, with the following:

-- Now referring to FIG. 4, which flows from FIG. 3, the selected consumer selected image(s) 40 and information form 230 are displayed 400 on the central receiving agency monitor 110. The central receiving agency then checks 410 the consumer image 125 and information. The sponsor selects ~~430~~ 420 sponsor digital image(s) 150 to be displayed ~~420~~ on the computer monitor 175. The sponsor digital image(s) may include advertising information. The sponsor selects the sponsor selected image(s) 160 to be delivered to the central receiving

agency 80 from the images displayed on the computer monitor 175. The sponsor then fills out 440 the sponsor information form 450. The consumer information form 450 contains but is not limited to the sponsor's address, billing information, graphics locator, sponsor authorization code 460 and demographic requirements 470. --

Please replace the paragraph beginning on Page 14, line 5, with the following:

-- FIG. 10 is a schematic of the first half of the package 127 made in accordance with the present invention. The package is a postcard that includes the postcard front 1120 described in FIG. ~~40~~ 11 and the postcard back 1000 described in FIG. ~~44~~ 10 that are the opposite sides of the package 127 to be delivered. --

Please replace the paragraph beginning on Page 14, line 9, with the following:

-- The postcard back 1000 includes the postage area 1010, the consumer address 1040, the recipient address 1080, selected consumer text 1060, selected ~~From~~ "From" graphic 1050, selected ~~To~~ "To" graphic 1070, sponsor #1 graphic 1020, sponsor #2 graphic 1030, sponsor#3 graphic 1090, sponsor#4 graphic ~~1100~~ 1095 and sponsor#5 graphic ~~1110~~ 1085. The number of sponsors may vary depending on consumer and recipient demographics. --

Please replace the paragraph beginning on Page 14, line 15, with the following:

-- FIG. 11 is a schematic of the second half of the package 127 made in accordance with the present invention. The package is a postcard that includes the postcard front 1120 described in FIG. ~~40~~ 11 and the postcard back 1000 described in FIG. ~~44~~ 10 that are the opposite sides of the package 127 to be delivered. The postcard front 1120 includes the consumer personal picture 1110 ~~1130~~, selected consumer graphic 1140 which in this case is the postcard front background and the sponsor#6 graphic 1150. This is the package that will be delivered to the recipient.